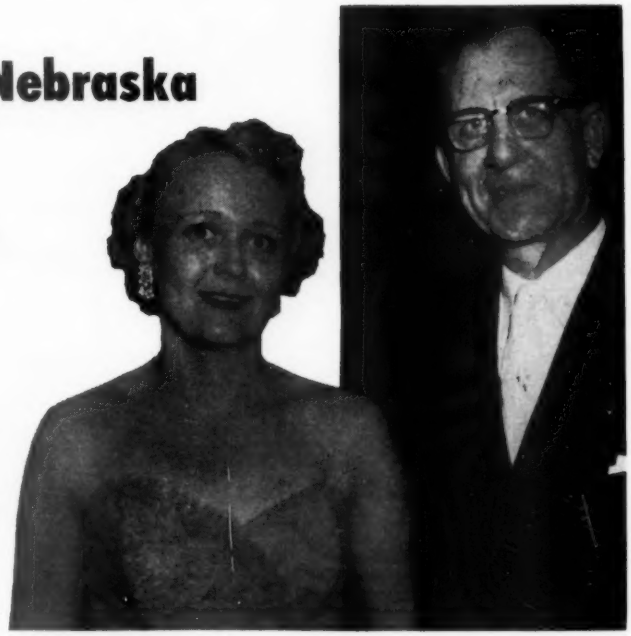
AMERICAN
Gas Merchandising
NO. 38 • JUNE, 1955
FOR EFFECTIVE MANUFACTURE-UTILITY-DEALER COOPERATION

Mrs. America 1956 Is From Nebraska

Had 6 of the 7 domestic gas appliances before entering contest . . . has 7th now



Mrs. America 1956 — Mrs. Ramona Deitemeyer — with Herbert Nelson, Blue Flame Gas Association of Nebraska, sponsoring organization of the contest in the state.

• ALL THE GAS UTILITIES have a new No. 1 Girl. She has been known as Mrs. Ramona Deitemeyer, but she will be greeted more often, during the next year, as "Mrs. America."

Nationally and internationally, Mrs. Deitemeyer will appear in person, in printed form, and on the air as the representative of gas utilities and gas appliance manufacturers.

Who is Mrs. America?

Mrs. Ramona Deitemeyer is from Lincoln, Neb. She is 35 and the mother of 5 children. Three girls are 13, 10 and 8, the 2 boys are 12 and 6. Mr. Carl Deitemeyer is managing editor, *The Nebraska Farmer*. Mrs. Deitemeyer is active in church, community and Girl Scout work. But, she commented, "the children come first."

Blue Flame Gas Association of Nebraska, was the state sponsor of the Mrs. America contest. And, Mrs. Deitemeyer can hardly be called a Ramona-come-lately, when it comes to allegiance to gas. Her home, before she entered the contest, was equipped with 6 of the 7 residential gas appliance categories. The only one missing

Hail and farewell! Mrs. America 1955, right, Mrs. Wanda Jennings of St. Louis, hands the key for the Mrs. America cottage in Florida to her successor.

Roses from Southern Gas Association. The new Mrs. America made her first gas industry stop in New Orleans, 2 days after being named, to be the guest of the SGA convention. Here, at the airport, L-to-R: Carl Deitemeyer; Mrs. America; C. I. Wall, Pioneer Natural Gas Co., in his then-capacity as SGA president; Glenn Clasen, New Orleans commissioner; F. Marion Banks, Southern California Gas Co., and American Gas Association president.

Before finals, Mrs. America with trophies for best housekeeping and meal planning.

was an air conditioner; *she has that now!* For the record, her utility is Central Electric & Gas Co.

Mrs. America 1956, was selected last month in Florida during the finals that brought together contestants from all states and the District of Columbia. The judges had narrowed their group for final choosing to 6 contestants, Mrs. California, Mrs. Kansas, Mrs. Minnesota, Mrs. Nebraska, Mrs. North Carolina and Mrs. Tennessee.

Mrs. Russell Dorris, sponsored by Nashville Gas Co., was the second place winner.

Mrs. Kathleen Girvan, the entrant of Southern Counties Gas Co., won third place.

Since the conclusion of the 1955 Mrs. America contest, there has been wide agreement that it has grown in interest and in character from the 1954 contest. The local attention to city and state elimination contests was high and the Florida event was handled favorably by every news medium.

The 7 judges—3 home economists, 2 artists and a husband-wife radio team—had observed the contestants' homemaking abilities for 4 days. That was done in their individual gas-equipped homes during their Florida stay.

The contestants prepared daily menus for 3 meals. The menus were collected and submitted to the judges for consideration on the basis of nutrition, economy, and suitability to the typical American family.

Special assignments were given to the contestants for completion by a specified judging time. For instance, they had to submit an apron which they had made and decorated in their temporary homes. Also, they ironed a housedress and a man's shirt. They prepared a refrigerated dish in their gas refrigerator. And, they baked cakes or pies in a baking competition. Trophies were awarded for these competitions.

Mrs. Patty Gunn, entered by Southern Union Gas Co., won for her best breakfast menu.

Mrs. Doris McKean, sponsored by Portland Gas & Coke Co., had the prize apron.

Mrs. Eleanor Walsh, Hartford Gas Co. entrant, prepared the best refrigerated dish, for the Servel trophy.

Mrs. Deitemeyer—later Mrs. America—submitted the best dinner menu.

Mrs. California, the third place winner in the finals, won a trophy for her ironing accomplishment.

The best baker was Mrs. Wilma Boyd, of Pittsburgh—Mrs. Pennsylvania. She won the Robertshaw Fulton trophy for her Yellow Daffodil Chiffon Cake.

Mrs. Nebraska (later Mrs. A) and Mrs. Connecticut were each awarded second trophies for best housekeeping and best meal planning, respectively.

American Gas Association awarded a trophy for Mrs. Congeniality, voted by her competitors as "the girl I would most like to have as a next-door neighbor." The winner was Mrs. Delaware, or Mrs. Gloria Vassallo, sponsored by Delaware Power & Light Co.

Less than 24 hours after Mrs. Deitemeyer's selection as Mrs. A., she was posing for publicity and advertising pictures in a gas kitchen and laundry set up in the contest village.

Two days later, she was the guest of honor at Southern Gas Association's convention in New Orleans.

At last report, requests for her appearances and pictures were being made at a lively rate by gas utilities and gas appliances and manufacturers.

There's no question about it: we'll all be seeing a lot of Mrs. America during the next year and we can rest rather easy on the assumption that we shall like what we see.

S. F. Wickstrom, promotion manager, AGA, escorted Mrs. Deitemeyer during a tour of United Nations buildings.

Mrs. America with a John Wood cabinet water heater.

1897 1955

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2" HANDLE & LOCKING SLEEVE
GAS MAIN STOPPER

PIPE STOPPERS OF ALL KINDS

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SAFETY GAS MAIN STOPPER COMPANY INC.

523 Atlantic Avenue

Brooklyn 17, N. Y.

Cable Address: GASTOPPER, N. Y.

Sales sensation in Bonham, Tex., is an old DeSoto deftly covered with Spring wallpaper and carrying a gas range display in the trunk compartment.

Lone Star's Range Campaign Combines Calls—Cans—Cakes and Contracts

By Claribel Thompson

Lone Star Gas Company

Prize catch of 14 sales in 2 days was record set by Lone Star salesman, Ross Ratliff of Dallas. His string for the first 8 days of the campaign was 30 range sales.

• OUT OF EVERY SALES CAMPAIGN are born those gems of wisdom: humor, pathos . . . and genius.

Lone Star Gas Company's Spring range campaign — which employees have pushed so enthusiastically that sales are threateningly close to the record-breaking Old Stove Round-Up of last Fall — has come up with its share of gimmicks and stories.

In Bonham, Tex., the company's distribution manager, Paul Simpson, selected a bright Spring wallpaper and applied it artfully to his old model car. Then he removed the trunk lid and installed a new gas range in the compartment. That made the range campaign and the car the "talk of the town." Teen-agers are now trying to apply wallpaper to their own hot rods — but they must find a real need for a water-proofing process; the gas company car is strictly a fair weather vehicle.

In the Abilene territory, Salesman W. C. Holley made a return visit on a customer and learned she was in a hospital needing blood transfusions. Remembering his 45-pint requirements during his own hospital sojourn, several years ago, Mr. Holley called at the hospital, donated a pint then visited his prospect.

After receiving her thanks he replied, "It's nothing. I'm only living up to our motto . . . never let a prospect die!"

In Dallas, a new salesman armed with home economics recipe bulletins and range campaign folders, concentrated on his territory house-by-house and block-by-block. He sold 30 ranges in 8 days.

Ross Ratliff, one-time magazine subscription salesman, says of that experience, "It takes positive thinking and a sale for every contact. By that I mean, either I sell a range or the prospect sells me on the belief tnat she should not buy one at this time."

He averages 75 calls a day, never misses a house as he cold-canvasses the neighborhood. Calls are limited to 10 minutes. Two sales were made out of the homes, one at a bus stop and the other in a drug store where the prospect had gone to make a purchase. The drug store prospect signed up for a new range and made the down payment on the spot!

In Fort Worth, salesmen and service men teamed up for one-day barn-storming tours. With the service man in-the-know on where replacement ranges were needed and the salesman equipped to talk, prices and contracts — the system brought results.

Lone Star has long employed the technique of "every employee a salesman." Group and team competition is one of the big incentive factors in successful sales campaigns. For every sale made to an employee-prospect, the individual and his team receive a credit.

Special prospect days held during the campaign, in some offices, boost floor sales. The employee bringing in the most prospects on that special day, receives a freshly baked cake as prize.

Lone Star's employee publication, *Blue Blaze*, had added to the impact of the Spring range campaign, with the introduction of a new special sales section in color. The 4-page insert, carrying only product information and sales highlights, has been received with high interest by employees.

Let 'em eat cake—baked by home service department—is the award to Fort Worth cashier, Suzanne Hopkins, right, for top number of visitors brought into sales office to see new ranges and sign prospect cards. Home economist Peggy Julian presented the high-caloric prize.

AMERICAN GAS JOURNAL FEATURE

Gas and Electric Appliance Costs Compared . . .

THE POSITION of gas appliances in competition with comparable electric appliances was forcefully highlighted in the results of a study conducted by American Gas Association and reported by C. George Segeler, engineer of utilization.

Comparisons of gas and electricity, included in the report will be useful to utilities, appliances manufacturers, distributors and dealers, in developing authoritative sales points that are of importance to the consumer.

Two tables from the report are included on this page, for their wide applicability.

Gas ranges and gas water heaters generally cost less to purchase, are less expensive to install and have lower operating costs than comparative electric appliances, the AGA report showed.

Data were submitted by 92 gas utilities serving 61% of the total gas meters in the United States.

Cooking and water heating equivalents used were based on studies in large groups of homes and laboratory tests conducted by many different agencies.

Gas water heaters outperform electric water heaters size for size, the study shows. Only when a comparison is made between a large electric and a standard-sized gas water heater, can ht water deliverability be considered satisfactory for home needs.

On this basis, the average cost of a 30-gal gas water heater with a galvanized tank is about $45 less than a comparable electric 66-gal water heater. With glass-lined tanks, the gas heater cost is about $40 less than a comparable 66-gal electric heater.

Operating costs vary with the amount of hot water used. At the minimum level of 38-gal per day, the yearly cost of a gas water heater is about $29.50 a year lower. At 100-gal, the difference in operating costs is nearly $80 a year in favor of gas water heaters. The average yearly maintenance cost of a 66-gal electric heater runs about $2.75 higher than for a 30-gal gas heater.

For purposes of comparison, the most popular priced gas range and electric ranges were selected. On this basis, the average cost of the gas range in areas surveyed was about $52 less than for the comparable electric range. The average installation cost for an electric range to replace a gas range was $63 higher than to install a gas range for such a replacement, where 3-wire electric service was not available.

For a new installation of a gas range and for a similar installation of an electric range, where 3-wire service was available, the average electric range installation cost was $17.50 higher.

See page 38 for summary table of selected costs.

Additional Cost

USING ELECTRICITY INSTEAD OF GAS

Cooking and Water Heating

71 Cities

	Cooking		Water Heating 50 gals per day		Cooking and Water Heating 50 gals per day	
	Yearly Additional Expense	Times More Than Gas	Yearly Additional Expense	Times More Than Gas	Yearly Additional Expense	Times More Than Gas
Albuquerque, N. M.	$18.24	2.0	$41.28	2.7	$59.52	2.4
Ashland, Ky.	28.44	6.4	42.24	3.9	70.68	4.5
Ashtabula, Ohio	3.36	1.1	33.96	1.7	37.32	1.5
Atlanta, Ga.	14.88	2.0	34.68	2.9	49.56	2.5
Atlantic City, N. J.	3.00	1.1	8.28	1.1	11.28	1.1
Battle Creek, Mich.	6.48	1.3	23.16	1.6	29.64	1.5
Beckley, W. Va.	22.32	3.0	38.76	3.1	60.98	3.1
Birmingham, Ala.	15.24	1.9	5.28	1.1	20.52	1.3
Boston, Mass.	8.04	1.2	98.88	2.5	106.92	2.0
Brooklyn, N. Y.	13.92	1.5	52.08	1.9	66.00	1.8
Butte, Mont.	21.96	2.4	32.88	2.7	54.84	2.5
Charleston, W. Va.	28.08	6.0	37.92	3.6	66.00	4.2
Chicago, Ill.	17.04	2.1	24.96	1.9	42.00	1.9
Cincinnati, Ohio	21.24	3.1	39.84	2.8	61.08	2.9
Clarksburg, W. Va.	28.82	5.8	75.48	5.8	104.30	5.8
Cleveland, Ohio	25.08	4.0	65.76	4.8	90.84	4.6
Columbus, Ga.	14.52	1.9	33.12	2.7	47.64	2.3
Columbus, Ohio	32.40	4.3	64.92	4.6	97.32	4.5
Davenport, Iowa	16.44	2.1	89.16	4.5	105.60	3.6
Denver, Colo.	12.84	1.9	30.72	2.4	43.56	2.2
Flemington, N. J.	.12	1.0	55.56	2.1	55.68	1.7
Fort Wayne, Ind.	7.20	1.3	30.12	2.1	37.32	1.8
Great Falls, Mont.	29.64	8.7	39.72	4.0	69.36	5.2
Green Bay, Wis.	10.56	1.4	10.80	1.4	27.36	1.4
Hannibal, Mo.	25.22	2.5	96.84	4.1	122.06	3.5
Harrisburg, Pa.	6.48	1.2	19.56	1.4	26.04	1.3
Houston, Texas	13.20	1.9	61.32	4.6	74.52	3.3
Huntington, W. Va.	27.84	5.7	41.64	3.7	69.48	4.3
Indianapolis, Ind.	18.48	2.5	43.44	2.3	61.92	2.3
Ironton, Ohio	24.96	3.8	42.36	3.9	67.32	3.9
Ithaca, N. Y.	10.08	1.5	21.12	1.5	31.20	1.5
Jackson, Mich.	9.24	1.4	61.08	2.7	70.32	2.2
Jackson, Miss.	29.76	4.8	33.72	2.8	63.48	3.4
Lawrence, Kansas	31.44	5.0	118.80	11.2	150.24	8.7
Lexington, Ky.	26.40	3.6	61.20	4.6	87.60	4.2
Los Angles, Calif.	6.60	1.4	19.80	2.2	26.40	1.8
Lubbock, Texas	38.52	7.4	87.84	6.2	126.36	6.5
Memphis, Tenn.	13.68	2.0	8.04	1.3	21.72	1.5
Milwaukee, Wis.	7.32	1.3	61.32	2.6	68.64	2.1
Minneapolis, Minn.	25.80	2.6	42.00	3.0	67.80	2.8
Nashville, Tenn.	6.36	1.3	9.96	1.4	16.32	1.3
Newark, N. J.	8.88	1.3	55.32	2.1	64.20	1.8
New Britain, Conn.	4.08	1.1	23.04	1.4	27.12	1.3
New Orleans, La.	20.40	2.8	80.04	5.9	100.44	4.6
New York, N. Y.	13.80	1.5	53.04	1.9	66.84	1.8
Nyack, N. Y.	12.12	1.4	29.64	1.6	41.76	1.5
Ocala, Fla.	19.56	1.6	31.92	1.5	51.48	1.5
Oil City, Pa.	8.88	1.3	59.04	4.6	67.92	2.5
Pawtucket, R. I.	8.28	1.3	20.52	1.5	28.80	1.4
Phillipsburg, N. J.	5.16	1.2	50.88	1.9	56.04	1.7
Phoenix, Arizona	25.32	2.6	29.04	1.9	54.36	2.2
Pittsburgh, Pa.	14.88	2.0	47.28	4.9	62.16	3.3
Poughkeepsie, N. Y.	3.72	1.1	32.28	1.5	36.00	1.3
Pulaski, Va.	13.32	1.4	22.32	1.3	35.64	1.3
Reading, Pa.	.48	1.0	19.56	1.4	20.04	1.2
Richmond, Va.	22.68	2.3	43.80	1.9	66.48	2.0
Rio Grande Valley, Tex.	18.48	2.0	83.04	4.9	101.52	3.6
Roanoke, Va.	14.88	1.6	11.04	1.2	25.92	1.3
Rochester, N Y.	9.48	1.4	35.16	1.7	44.64	1.6
St. Louis, Mo.	15.00	1.9	7.80	1.3	22.80	1.4
Salt Lake City, Utah	22.20	2.5	25.44	2.1	47.64	2.2
San Diego, Calif.	9.96	1.6	27.36	2.1	37.32	1.9
San Francisco, Calif.	19.32	2.5	50.28	5.0	69.60	3.7
Santa Ana, Calif.	20.88	2.3	37.08	3.5	57.96	2.9
Santa Cruz, Calif.	13.80	1.9	44.28	3.6	58.08	2.8
Shreveport, La.	31.92	8.0	93.48	9.6	125.40	9.1
Springfield, Mass.	21.60	1.6	16.20	1.3	37.80	1.4
Staunton, Va.	27.36	3.1	50.04	3.2	77.40	3.2
Washington, D. C.	9.84	1.5	46.80	2.1	56.64	1.9
Waukegan, Ill.	15.96	1.9	79.68	3.4	95.64	2.9
Wayne, Nebr.	15.96	2.0	90.96	4.4	106.92	3.5

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- a slight turn and it locks — permanently
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EXTRA SAFETY

fire-resistant steel outer pipe; permanently tight joints; improved double-wall, air-insulated design; you can be sure it's safe.

GREATER STRENGTH

rugged steel outer jacket protects inner pipe, won't crack, break or collapse; sturdy, reinforced Rota-Lock Couplers.

NEW EASE OF INSTALLATION

practically foolproof to install; Rota-Lock Coupler locks permanently without forcing, yet is easy to unlock. Not a friction or snap lock — no cement or mastic, no screws needed.

LEADERSHIP IN GAS VENTING

first to make a double-wall, insulated vent; first in gas venting research; and now a complete, vastly improved venting system — RV (round) and WV (oval) Metalbestos — to set the standard for scientifically correct venting.

RV Metalbestos is furnished in a complete line of pipe and fittings — 3" to 6" in diameter.

RV Metalbestos is listed by Underwriters' Laboratories as a Type B vent for venting approved gas appliances. (Not for use with oil-burning appliances or gas-fired incinerators.)

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WILLIAM WALLACE COMPANY · BELMONT, CALIF.

Summary of Average Cost

Equipment, Installation, Operation and Maintenance
Gas and Electric

	Gas	Electric	Add 1. for Electric
EQUIPMENT COST			
Most popular model range	$218.13	$270.41	$52.28
30 gal. gas and 66 gal. electric water heater, galvanized tank	109.00	154.52	45.52
30 gal. gas and 66 gal. electric water heater, glass lined tank	134.57	173.76	39.19
INSTALLATION COST			
To replace gas range	7.00	70.00*	63.00
For new range	13.50	31.00†	17.50
For new water heater	29.07	30.19†	1.12
To replace present gas water heater	19.70	30.19	10.49
* 3-wire service not available.			
† 3-wire service available.			
OPERATING COST			
Yearly, for cooking	22.56	34.80	11.76
Yearly, for water heating (38 gallons per day usage)	32.28	61.80	29.52
Yearly, for water heating (50 gallons per day usage)	37.92	76.08	38.16
Yearly, for water heating (100 gallons per day usage)	60.48	140.40	79.92
Yearly, for cooking plus water heating (38 gallons per day usage)	55.32	96.36	41.04
Yearly, for cooking plus water heating (50 gallons per day usage)	61.08	110.76	49.68
Yearly, for cooking plus water heating (100 gallons per day usage)	92.28	174.60	82.32
MAINTENANCE COST			
Yearly, for most popular model range	1.71	6.05	4.34
Yearly, foe 30 gal. gas and 66 gal. electric water heater	1.39	4.14	2.75

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(EARTH BORING MACHINE)

Designed for maximum control of the reamer. Earth along the pilot bits acts as a bearing to steady the reamer assuring an accurate hole.

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HY-250

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Please send, without obligation to me, the HYDRAUGER BOOKLET which shows relative costs and speeds of BORING as well as specifications of various Hydrauger models.

NAME_____ ADDRESS_____

CITY_____ STATE_____

DETROIT-MICHIGAN STOVE AND WELBILT STOVE MERGE

Merger of Detroit-Michigan Stove Co. and Welbilt Stove Company, Inc., was approved by stockholders of both companies at a meeting held last month. Under the merger agreement, which became effective immediately, Welbilt was merged into Detroit-Michigan and the name was changed to Welbilt Corp.

Alexander P. Hirsch, formerly president and a director of Welbilt, is now chairman of the new company.

Henry Hirsch, formerly vice president, treasurer and a director of Welbilt, is now president and a director of the new company.

Fred A. Kaiser, formerly president and a director of Detroit-Michigan, has been named general manager of the Detroit division of the new corporation.

The sales and distributing organizations of both companies will be maintained in their entirety.

Detroit-Michigan, operating 2 plants in Detroit, manufactures household and commercial cooking ranges and also fabricates heavy metal products for the automotive and trucking industries. The company reported 1954 net sales of $9,009,000.

Welbilt Stove, located in Maspeth, New York, is reported as supplying approximately 10% of the U. S. market for gas ranges and is also a producer of electric ranges.

Welbilt Stove Company, Inc., since its inception in 1929, has shown a profit every year.

Detroit-Michigan Stove Co. was founded in 1864 as Detroit Stove Co. It manufactures Detroit Jewel, A-B gas and electric ranges, gas incinerators and Garland commercial cooking equipment.

SERVEL ANNOUNCES PRESIDENT'S AIDE

One of the principal executive positions on the new organization chart of Servel, Inc., was filled with the appointment of Richard S. Testut as assistant to the president and director of business planning.

For the past 5 years, Mr. Testut has been manager of the Philadelphia branch of Booz, Allen & Hamilton, management consultants.

MILLION SAFE HOURS IN SEATTLE

A safety record of more than one million man-hours worked without a lost time accident has been established by the distribution department of the Seattle Gas Co. Vernon Damm is department superintendent.

The record of the 135-man department was celebrated recently, with many new members of the company's "1,000 Club" welcomed into the group. The club is composed of employees who have worked more than 1,000 days without a lost-time accident.

Walter S. Byrne, company president, praised the men for their safety record. The department actually reached the one million man hour mark on May 8, and the record was unbroken on June 1.

Avery Willis, safety director, said the safe operation of the department resulted in a 75% decrease in its medical-aid fund rate since 1949.

SALES CONFERENCE

Continued from page 21

which in sales volume will far exceed forging. Such application, once made, must continue to use gas, regardless of fluctuating competitive fuel prices, for there is no other way to produce comparable results. Cost per Btu is of minor importance, or none at all.

Thus the gas-oil burner is symbolic of the course we must follow to establish a sound permanent industrial load. It represents the ability of gas to weave itself so securely into a process or operation that its use become mandatory. Without gas the process becomes impractical or impossible.

On the other hand, fuel selection for those applications represented by the dual fuel burner depends almost entirely upon relative price per Btu delivered to the burner. We can easily lose this type of load when our competitor's price declines. Under such circumstances gas can never earn a rate commensurate with its true value.

Obviously our sales philosophy must be directed constantly toward the development of applications which depend absolutely upon and cannot be conducted without gas.

D. A. Campbell . . .

vice president, research and engineering
Eclipse Fuel Engineering Co.

. . . said

Double fuel firing is not new or novel. Fuel arrangements using 2 fuels, such as coal and oil, coal and gas, gas and oil, natural gas and LP gas, have been commonly used for many years, some for at least 50 years. Most of the older installations were in very large boilers, open hearths, steel mill furnaces, refineries, or cement plants whose owners bought the various fuels in large enough quantities by special contracts so it paid them to have equipment to burn whichever fuel was cheapest at the moment.

When these large users bought gas, it was usually directly from a pipeline company on a "when available" basis with practically instantaneous cut-off at the discretion of the supplier. One such installation might be the equivalent of 500 house heating jobs in hourly demand.

As natural gas pipe line systems grew to supply the insatiable house heating demand, the necessity of finding various interruptible or off-peak loads to absorb idle supply capacity become more widely spread. As a result, uilities began demanding interruptiblity on smaller loads. Some are requiring interruptibility down to loads as small as 400 cfh regardless of the kind of utilization. Many industrial gas installations are now equipped with dual fuel burners which perhaps should not be forced to suffer the inconvenience and additional costs inherent in dual fuel equipment.

Many oil burner manufacturers are now also gas burner manufacturers and many gas burner makers are now also making oil burners, and almost all of them are making dual fuel equipment.

Because the quality of steam is not affected whether it is made in a boiler using gas or oil and because even a relatively small boiler means a substantial gas load, it has become common place for utilities to insist that most industrial boilers, even as small as 20 hp carry dual fuel equipment.

As a result of this widening market for dual fuel equipment, there are at least 50 companies making it for boilers under 100 hp; 10 years ago they usually applied it only to boilers larger than 200 hp.

A most important factor affecting the growth of packaged dual fuel equipment was the development of completely automatic ignition and flame-failure protective devices. Use of these devices makes it possible to control burners automatically, regardless of which fuel is being burned. It also makes it possible to switch from one to the other fuel automatically.

Many requirements, codes, and specifications have been developed by equipment associations, insurance laboratories, municipalities and utilities to safeguard users of automatic dual fuel equipment.

There are several types of installations to consider:

A. Installations providing insurance of steam supply to meet an exacting requirement for continuity of steam services;
B. Installations providing ability to buy cheapest fuel at all times, and utilize it properly;
C. Installations to provide flexibility to cover temporary shortages of regular fuel, even at higher price.

The builder of dual fuel equipment in the range from 20 hp to 200 hp, which is the largest market numerically at least, is faced with new and difficult problems. First, his equipment must work properly using 2 widely different fuels in a variety of installations; second, it must be safe; third, it must meet a wide assortment of National and local specifications which may apply; fourth, he must accept responsibility for correct operation of a great many components he does not make; fifth, he must develop a sales and service organization to work with competing fuel suppliers; last, but not least, he must make enough money to stay in business.

We believe that dual fuel boiler equipment is here to stay because its use provides an answer to many gas supply problems of users, utilities, and pipeline companies. Its widespread use will tend to equalize fuel prices and lessen dependence on any one fuel. Equipment manufacturers are gradually solving the problems inherent in dual fuel equipment design, sale, application, and service. Dual fuel boiler equipment will continue to improve in efficiency, flexibility, reliability and popularity.

Richard J. Reed . . .

application engineer
The North American Manufacturing Co.

. . . said

The ultimate criterion is cost of heating failure in event of gas curtailment, but in general, situtaions in which dual fuel equipment should be used might be classified:

1. Where burner performs primary function in large, complex, and expensive process operations, such as oil refining, bulk chemical processing, ore reduction, and operations involving large quantities of ceramic materials, molten glass or molten metal.
2. Where failure of heating operation results in down-time for expensive associated equipment or for labor, such as forge furnace used in conjunction with large forging press, direct-fired make-up air heaters for paint spray booths and other space heating, heat treating operation whose failure holds up machine shop, and aggregate drier that supplies cement block-making machinery.
3. Where preventing loss of production or loss of customer good-will through failure to meet delivery schedules is important enough to justify higher fuel and equipment costs.
4. Where fuel cost is large part of total cost of operation and fuel prices vary frequently so that dual fuel equipment costs can be written off through fuel cost savings by always using the cheapest fuel.

Because oil standby equipment is often expected to have only limited use, people frequently try to cut corners on installation which leads to trouble. In troubleshooting fuel jobs, the most common problems are:

1. Insufficient air pressure for oil atomization. The air pressure at the burners should be at least 14 psi when using light oil and 22 psi for heavy oil. This means that a 16 psi blower can be used for light oil and a 24 psi blower with heavy oil, if the piping is not so long as to cause more than the normal 21 psi pressure loss.
2. Oil too viscous for atomization. A viscosity of 100 SSU is recommended at the burner. This requires that No. 5 oils be heated to 130-to-200F, depending on the source, and that No. 6 oils be heated to 180-to-240F.
3. Operators who are accustomed to color, density and shape of flame from one fuel try to duplicate that appearance with another fuel and in so doing upset the fuel-air ratio and input rate, and in extreme cases, even create maintenance problems. The use of fuel-air ratio regulators for both gas and oil usually avoids this problem since the operator is then concerned with only a single air valve or control instrument setting.
4. Atomizing air is not left on long enough after oil is shut off to blow off oil at the end of the oil tube. Heat from the furnace may then cause the oil left in the end of the tube to coke, blocking the oil passage.
5. The oil and gas flames of many dual fuel burners vary in length, shape and luminosity, creating different patterns of heat transfer to the load. For such applications, use should be made of newly developed dual fuel burners which give identical flame patterns whether operating on gas, light oil or heavy oil.

Gas Appliance Industry news

BROOKLYN HEATING SALES UP FOLLOWING RATE REDUCTION

"Sales of gas heating equipment have increased substantially following our rate reduction on April 1," John E. Heyke, president, Brooklyn Union Gas Co., told stockholders last month.

Mr. Heyke also stated that the company has recently reduced rates for summer water heating and spring and fall heating in apartment houses. Because these lower rates place gas in a very good competitive position, large sales volumes are expected from this source.

"Brooklyn Union had an excellent year in 1954," Heyke said, "with earnings rising to $2.50 a share from $2.01 in 1953." First quarter earnings for 1955 were $1.31 against $1.22 in 1954.

ROBERTSHAW DIVISION WINS PR AWARD

The first annual Alexander Hamilton Free Enterprise Award for service in public relations has been awarded to Grayson Controls, Robertshaw-Fulton Controls Co.

The award, for "the best year-round public relations job in pointing up the advantages of America's free enterprise system," is presented during the annual Invest-in-America Week. Thomas H. Pender, director of public relations and advertising for Robertshaw-Fulton's Grayson division, accepted a plaque symbolic of the award, at a breakfast sponsored by the Los Angeles Junior Chamber of Commerce.

BRYANT HEADQUARTERS IN INDIANAPOLIS

In connection with the establishment of national headquarters of Bryant division, Carrier Corp. in Indianapolis, the firm has acquired an industrial site for administrative, sales, engineering and research offices opposite the Bryant manufacturing plant. Expansion plans include substantial additions to the larger buildings now on the newly-acquired property.

Bryant plans to move divisional engineering, laboratories, model shop and advertising activities into the existing main building. Following the completion of two wings, administration and sales will be transferred. It will be approximately a year before the latter move will be completed.

GAMA ELECTS NEW MEMBERS

Six companies have been elected members of Gas Appliance Manufacturers Association. This raises the total membership to 589 companies. GAMA's members make more than 90% of all gas appliances manufactured in the U. S.

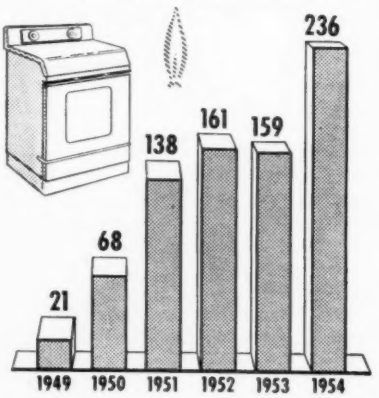
The newly-elected members are: Given Manufacturing Co., Los Angeles, incinerators; Triad Products Corp., Chicago, boilers and booster water heaters; Aerotec Corp,. Greenwich, Conn., burners and ovens; John Wood Co., Ltd., Toronto, water heaters; United Pipe Utility Suppliers, Inc., Beloit, Wis., joint clamps and sleeves; and Smith-Blair, Inc., South San Francisco, flexible pipe and pipe fittings.

BIG PROMOTION TO RESTAURANT FIELD

Under sponsorship of American Gas Association, 33 manufacturers united to produce a powerful promotion effort directed at the volume food service field, with a 40-page gas industry section in the May issue of *Restaurant Management*. It tells for the first time, in one section, all restaurant operators want to know about gas equipment for baking, broiling, roasting, frying, surface cooking, steaming, water heating, hot food storage and serving and specialized counter appliances. There are also several pages of editorial matter by a restaurant consultant.

HOW AUTOMATIC GAS CLOTHES DRYERS HAVE GAINED USERS

THOUSANDS OF UNITS



SALES of automatic gas clothes dryers in 1954 bounced up 48% over the previous year, American Gas Association shows in this chart. That would make dryers one of the fastest-growing home appliances on the market. By the end of this year, it is expected, more than a million gas dryers will have been connected to utility lines.

SAVANNAH GAS WINS SPECIAL ROBERTSHAW-FULTON AWARD

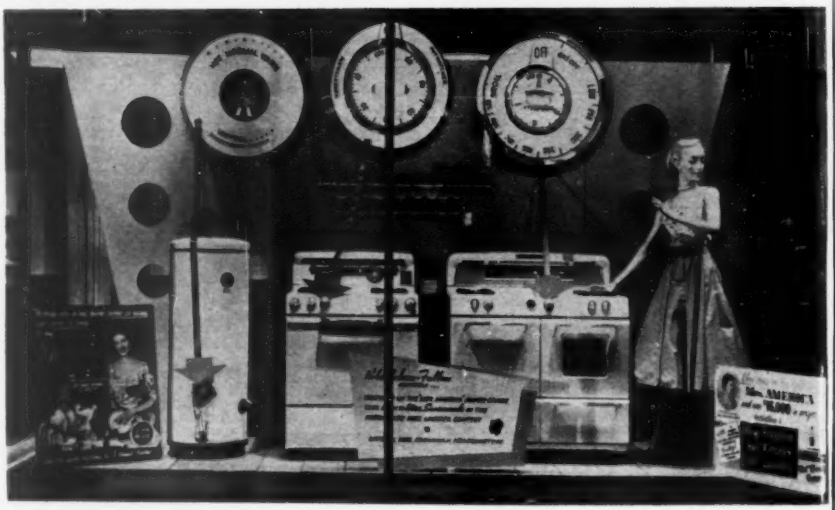
The winner in the special contest sponsored by Robertshaw-Fulton Controls Co., for gas companies participating in the Mrs. America contest, was Savannah Gas Co.

The Georgia utility was awarded an inscribed sterling silver plaque and $500 in cash for the best displays and promotions during contests to select local representatives in the Mrs. America competition. Presentations of these prizes were made in Florida during the finals of the Mrs. America contest.

Describing the Savannah Gas promotion as "spectacular," a 3-man committee of judges selected the southern utility over other contestant-companies, from New York to California.

During the promotion, Savannah's overall effort included an estimated 1,227,200 impressions on the population of 163,900. Each person is believed to have seen or heard something about the contest 9 times.

Outstanding feature of the prize-winning promotion was a 4' figure of Mr. Controls, trade mark of Robertshaw-Fulton, as sidewalk salesman for modern automatic gas ranges. The striking figure, equipped with a concealed microphone, attracted 600 passersby during a 3-day period with old-fashioned sales pitches.



In addition, varied media included window and floor displays, radio and television spot commercials, newspaper advertisements, and television programs. Savannah Gas used a total of 285 radio spot commercials; 84 TV spot commercials; and featured Robertshaw-equipped gas ranges on 2 TV shows. Frequent ads also appeared in the daily newspaper.

J. H. GOTWALS NOW WITH JOHN WOOD AS VP

The appointment of J. H. Gotwals as vice president and general manager, heater and tank division, John Wood Co. has been announced.

Mr. Gotwals was formerly associated with Rheem Manufacturing Co. and since 1938 he served as production manager, appliance division, chief production engineer for all plants; plant manager at Philadelphia; and most recently as general manager, Eastern division.

He will now be responsible for operations of John Wood's heater and tank division at Chicago as well as Conshohocken, Pa., where the divisional offices will be located.

PEOPLES NATURAL WINS SAFETY AWARD

For the second consecutive year, and the third time in the last 4 years, Peoples Natural Gas Co. has placed first among major natural gas companies competing in the annual safety contest sponsored by National Safety Council.

Only seven disabling injuries, some of minor character, were experienced by the company throughout 1954.

Leo Nuhfer, safety director, said, "Employees trained in proper safety procedures not only spare themselves the hardships caused by untimely accidents, but also give added assurance of safe service for the gas consuming public."

Mr. Nuhfer, is also chairman of American Gas Association's accident prevention committee.

SEATTLE GAS CO. AWARDS FIRST ANNUAL HOME EC SCHOLARSHIP

Scholarship in the field of home economics was given attention last month, when Charles M. Sturkey, executive vice president and general manager, Seattle Gas Co., awarded the company's annual home economics scholarship.

The annual award, known as the June Holladay Scholarship, provides a cash grant on a 3-year annual award basis, and is the first to be offered in the field by a business firm to graduates of Seattle high schools.

Nancy Lane, graduating from West Seattle high school, was chosen by a panel of professional home economists in city-wide competition with outstanding senior home economics students.

The scholarship is available to Miss Lang for majoring in home economics at any Northwest college or university. The winner of the annual grant also will have the option of earning money toward her fourth year by working in the home service department of Seattle Gas Co. during the summer between her third and fourth years.

"We hope the June Holladay scholarship will encourage other firms to grant scholarships in the field," Mr. Sturkey said.

One candidate and one alternate is named from each Seattle high school. Candidates must be in the upper 10% of their classes and recommended by the home economics teacher. They are judged on scholarship, leadership, personality, character, aptitude, promise of achievement, perserverance, general worthiness and intention to enroll in home economics in college.

Judges for the competition were the acting supervisor of home economics, Seattle public schools; the dean of home ecnomics, University of Washington; the chairman, Seattle Home Economists in Business; June Holladay, home service director, Seattle Gas Co.; and a consultant in the Seattle public schools.

Seattle Gas Co. home economics scholarship goes to winner as Charles M. Sturkey, vice president, hands check to Nancy Lang, with June Holladay, home service director, clearly admiring the occasion.

for **reliable performance...**

under field and plant conditions...

BARTON METERS | *offer:* High accuracy — rugged construction — simple operation inexpensive installation and very low maintenance...

for: the oil, gas and petrochemical industries.

For further information request bulletin 11C-4 or contact BARTON sales engineers, located in most principal cities.

MODEL 214
DIFFERENTIAL PRESSURE RANGES FROM 20" W. C. TO 400" W. C.
S. W. P. TO 4500 P. S. I.
3 TO 15 P. S. I. OUTPUT

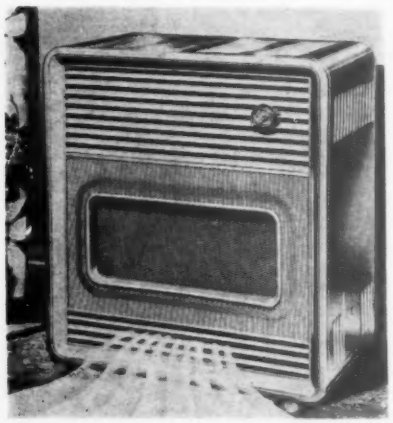
BARTON INSTRUMENT CORPORATION
INDUSTRIAL INSTRUMENTS
1429 SOUTH EASTERN AVENUE · LOS ANGELES 22, CALIFORNIA

new Gas Appliances

Circulator — Quaker

Three innovations are cited as important in this line of vented gas circulators: Warm floor comfort, with a new twin floor level blower; a series of small air-tight windows in front of the combustion chamber permitting flame inspecton; air-stream construction substantially increases warm air circulation.

Double porcelained heat chambers and multi-heat cast iron raised port burners carry 20-year guarantee. Cabinet and louvers are finished in baked-on hi-temp hammertone beige, expanded metal front and legs are in baked on gold silicone. Available in 3 capacities for all fuel gases: 35,000, 50,000 and 65,000 Btu input. Each size equipped with Minneapolis-Honeywell Adatrol 100% safety shut-off.



Blue Flame Circulators. Quaker Manufacturing Co., 1147 Merchandise Mart, Chicago 54.

Large Stainless Range—Magic Chef

A custom-styled stainless steel gas range has been announced.

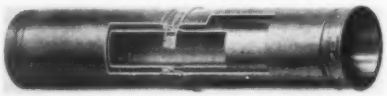
This range is described as combining the generous capacity of commercial kitchen equipment with special conveniences. It is said to be applicable to the cooking requirements of farms and ranches, small institutions, residences where guest list runs high, and for big families.

This range features clean, modern lines in stainless steel. It has an overall width of 62" and is 32" deep; two ovens are 26" x 22" v 15" each; it has a 23" x 24" griddle and a 19½" x 20¼" radiant broiler grid, plus 6 top burners. Four 10" pies can be placed on each of the oven racks. Fluorescent lighting, 2 timers, and the Magic Chef Red Wheel oven regulator, together with automatic oven lighting, are available in this group of ranges.

Series 2000, Gourmet Ranges. Magic Chef, Inc., St. Louis, Mo.

Gas Vent Pipe—Wallace

An improved line of double-wall insulated gas vent pipe has been announced. The system, with complete line of round



fittings in all commonly-used sizes, is designed to withstand severe abuse and is lightweight for handling and installation. Among the features is an exclusive coupler which locks or unlocks pipe joints by twisting a coupler band. No screwing or joint cementing is required.

A steel outer pipe for maximum protection from damage to vent during handling and installation, covers the thin aluminum inner pipe and provides for a built-in insulating air space. The fast-heating inner pipe creates strong venting draft and complete carryoff of vent gases. Air space between outer and inner pipes is said to eliminate fire hazards.

Approved by Underwriters' Laboratories, this is a companion product to the company's designed for in-the-wall venting. The new vent is currently available in 3"-to-6".

RV Metalbestos. William Wallace Co., Belmont, Calif.

20" Range — Perfection

For the compacted kitchen, this is a 20" space saver range. It has universal burners and orifices adjustable to any fuel gas; it is A.G.A. approved.

Cooking top is of stain-resistant white titanium porcelain, with aeration pan and round cast-iron grates finished in practical black porcelain enamel. Burners are widely spaced to accomodate large utensils.

The 2 giant and 2 standard Harper Onica surface burners have automatic lighting. The stipled porcelain-enameled burner box bottom is accessible for convenient cleaning. The family-sized oven has automatic heat control, rounded inside corners and black porcelain enamel lining, sturdy, non-tilt, aluminized oven racks. Oven vent on the splasher back is concealed. At the door closure, a metal oven seal provides greater insulation. The broiler pan, in black porcelain enamel, has a dripwell at the front, a roll-out drawer and 4 adjustaable broiling heights.

This range is designed for flush-to-wall installation, and has visor-type chrome handles.

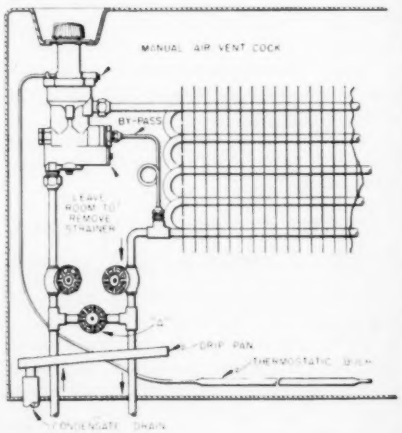
Available as accessory, is a surface lamp, 20" wide, with white enameled and chrome, and 1-hour manual timer.

Model M602. Perfection Industries, Inc., Cleveland 4, O.

Thermostatic Selector Valve—Detroit

An automatic thermostatic selector valve for air conditioning systems has been announced. For use on systems utilizing either hot or cold water as a heat exchange medium, changeover from one season's operation to another is accomplished thermostatically from temperature of incoming water. It is stated large savings on installation costs are effected because valve requires no pneumatic lines or electrical connections. Operation is completely mechanical and automatic.

A temperature adjustment knob on valve



allows selection of most comfortable temperature. Once set, it provides same temperature, winter and summer. Adjustment knob need not be touched again, unless a temperature change is desired.

All components of the valve are corrosion-resistant: monel strainer, forged brass body, stainless steel ball shoutoff valves, springs and internal parts. Available in 2 capacities; proper size determined by correlating pressure drop with rate of water flow.

Selectaflow. Detroit Controls Corp., Detroit, Mich.

Unit Heaters—Wing

This line of unit heaters is designed for ceiling suspension and downward discharge heater, as a completely self-contained heating units, combining burners, combustion

JOHN WOOD

presents your new

Mrs. America

1956

Congratulations to Mrs. Ramona Dietemeyer of Lincoln, Nebraska — just named "MRS. AMERICA," leading home-maker of America in competition with contestants from every other state. Congratulations, too, to her sponsors, the Blue Flame Gas Association of Grand Island, Nebraska. JOHN WOOD Automatic GAS Water Heaters have been chosen again by Mrs. America.

JOHN WOOD COMPANY
HEATER & TANK DIVISION
Conshohocken, Pennsylvania
Chicago, Illinois

JOHN WOOD

Makers of the finest glass-lined and galvanized automatic water heaters both table-top and vertical models.

"Baby Digger" truck loads in close quarters, has big capacity, digs up to 20" wide, 5' deep

This East Ohio Gas Company job, the replacement of a main extension, shows why the Cleveland Model 92 "Baby Digger" is so widely used for city digging. The "92" puts the edge of a trench within 17 inches of a parallel wall, loads excess spoil directly into trucks at the curb, and affords the operator full visibility of the whole job.

Its exclusive Cleveland multispeed transmission provides over 30 evenly graduated digging wheel and crawler speed combinations, from 6 inches to 30 feet per minute. Its lower wheel speeds enable it to pick its way safely through the numerous underground obstructions typical of city digging. The three lower of its four wheel speeds provide the correct power applications for digging in even the toughest soils. And its highest speed combinations, of course, assure high daily footage on jobs where high production rates can be used to advantage. It has ample capacity for trench from 10 to 20 inches wide, down to 5 feet deep.

Compactness, maneuverability, speed combinations, capacity — if most of your trenching jobs are city jobs, the "92" is *the trencher for you!*

And does it get around! The "92" hustles safely from job to job . . . at legal limit speeds . . . because it's so easily portable on the drop-axle, tilt-bed Cleveland T5 Trailer.

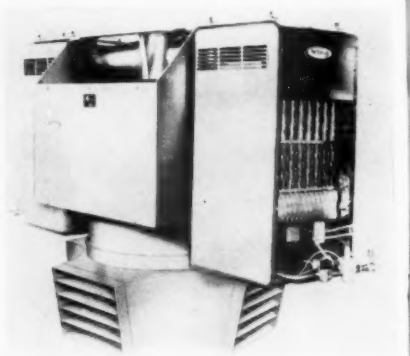
See your local distributor for the full Cleveland story or write direct to:

THE CLEVELAND TRENCHER COMPANY • 20100 St. Clair Ave., Cleveland 17, Ohio

CLEVELAND

chamber and heat exchanger with fan and fixed or revolving outlets.

The combusion chamber and heat exchanger are constructed of 16 gauge aluminized steel, welded into a 1-piece gas-tight assembly. Burners are heavy wall cast iron with accurately drilled ports. Built-in draft diverters are said to insure burner operation under abnormal conditions of back draft. Automatic safety controls are provided. The first size in the present line



has an input of 430,000 btu/hr. Other sizes will be added in the future. Has AGA approval.

The heaters are equipped with discharge outlets to suit installation requirements of ceiling height and floor area. The revolving discharge outlets send heat downward in a gently moving air-stream that covers a wide area. The same circular air motion provides summer cooling. Fixed discharges are available.

Unit Heaters. L. J. Wing Mfg. Co., Linden, N. J.

FALVEY

Continued from page 23

Consumer debt catches income

Aided by its protracted sharp rise, individual debt has caught up with income, consumer debt at last report being nearly 12% of disposable personal income, against 10% in 1939. Home mortgage debt, at last report, equalled 30% of disposable income, compared with 23% in 1939. In 1954 personal debts increased by nearly 10%, while disposable income rose by only 1½%.

As economics quickly point out, personal debt cannot continue much longer at this rate without causing a resumption of inflation.

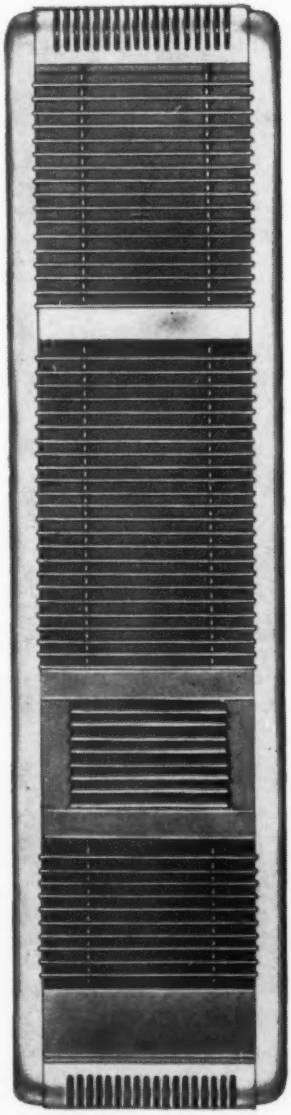
"At the same time," Dr. Jules I. Bogen of New York University states, "many families will find that debt service, and related outlays such as home maintenance and repair bills, will cut into their margin of 'discretionary spending.' This could further affect both consumer purchasing and the volume of current saving.

"The economic consequences of a slowing down of the rate of increase in personal debt, rather than any increased credit risk on outstanding debt, thus constitute the core of the problem. The economic, rather than the financial, consequences are likely to prove most significant."

EMPIRE

MAKES THE BEST *Gas* HEATING APPLIANCES IN THE WORLD

There's **NO DOUBT** *about it!*

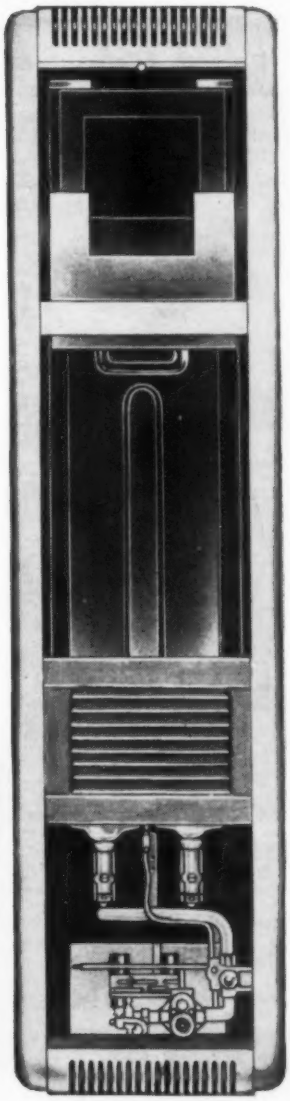


why not offer your customers the finest RECESSED HEATER on the market!

Sell them **QUALITY THAT WILL GIVE SERVICE FOR YEARS—QUALITY THAT'S EXCLUSIVE.**

Sell them **SAFETY THAT'S BETTER THAN ANYTHING MADE.**

Sell them **QUALITY HEATING AND CONTROL UNITS—THE BEST THE MARKET AFFORDS.**



EMPIRE'S famous Recessed Heater is your biggest winter profit-maker . . . No. 1 in sales all over America. And, comfort-makers can be your biggest profit-makers too. They're loaded with features and they're loaded with quality. They're highly competitive in price . . . high in performance . . . high in looks. And when you carry the EMPIRE line you carry EMPIRE'S reputation . . . there's no doubt about it

MINIMUM FIELD SERVICE REQUIRED · **DEALERS ACCEPTANCE** · **MOST EFFICIENT *Gas* BURNER MADE** · **USER SATISFACTION** · **SILENT IN OPERATION**

EMPIRE

A Great Name in Gas Appliances

STOVE COMPANY

BELLEVILLE, ILLINOIS

SGA CONVENTION

(Continued from Page 15)

can the multi-billion-dollar gas industry maintain and expand its present stature.

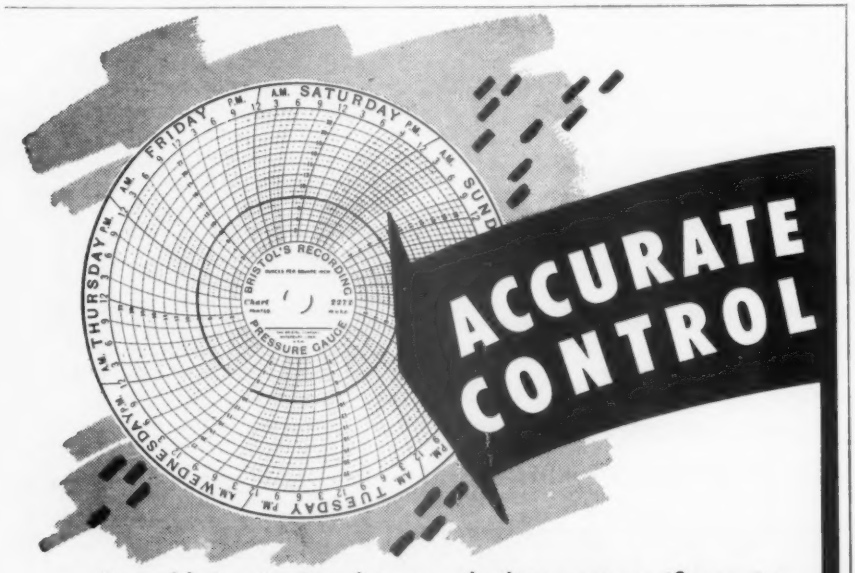
Manufacturers cannot exist, he said, without sales, "and you can't have sales without a customer." Most gas appliance manufacturers have learned this lesson well and are spending to the limit on advertising and sales promotion of their product, he said.

Sales, the theme of the address by F. Marion Banks, president, American Gas Association, and president, Southern California Gas Co., were discussed in jet-age language, as he spoke on "Breaking Through the Sales Barrier."

Sheldon Coleman, president, Coleman Company, Inc., revealed a practical, economical system of gas-powered air-conditioning for homes probably will be on the market in limited quantities next year. He said his company is working on several methods of air-conditioning homes with gas, but the one nearest to being a marketable product is powered by an internal combustion motor. Cost of operation will be considerably lower than electric units.

Honored guest at it all was the newly-crowned Mrs. America, 1956—Mrs. Ramona Deitemeyer of Lincoln, Neb., who flew to New Orleans directly from her coronation ceremony in Florida.

Delegates selected Dallas for the 1956 SGA convention. The dates are April 23-25. The new Statler-Hilton Hotel, to be completed this Fall, and Hotel Adolphus will be headquarters.



Reynolds Service Regulators are built to meet specific requirements — years of operation in the field through a complete range of operating conditions have proved not only their superiority but their durability. With parts so precisely machined for each model that they are completely interchangeable. The accuracy you require in performance is assured.

MODEL 10

Dead Weight or Spring Type, with or without Mercury Seal, or Dead Weight Safety Seal or diaphragm operated relief valve. All working parts are so accessible as to be interchangeable without removal from pipe line.

MODEL 20

Dead Weight or Spring Type, with or without Mercury Seal, or Dead Weight Safety Seal or diaphragm operated relief valve. All working parts are so accurate as to permit complete interchangeability in shop.

MODEL 30

For horizontal or vertical connections, with or without removable valve pocket. Available with either Spring or Dead Weight adjustment. With or without Mercury or Dead Weight Safety Seal or diaphragm operated relief valve.

Reynolds Gas Regulator Co.

ANDERSON, INDIANA, U. S. A.

GAS CONTROL SINCE 1892

AWARDS PRESENTED AT SGA CONVENTION

SERVICE AWARDS

R. L. Hinch, Nashville Gas Co., chairman, accounting section.

Jack M. Averett, Gas Light Company of Columbus, chairman, distribution section.

Vernon E. Rasch, United Gas Corp., chairman, employee relations section.

J. H. Chenery, Alabama Gas Corp., chairman, sales section.

E. Clyde McGraw, Transcontinental Gas Pipe Line Corp., chairman, transmission section.

W. O. Lape, Texas Gas Transmission Corp., chairman, accident prevention council.

Thad W. Rowden, Jr., Arkansas Western Gas Co., general convention chairman.

MILLION MAN-HOUR SAFETY AWARD

Joshua Compressor Station, Lone Star Gas Co., Jan. 1, 1929 to Apr. 30, 1955 without lost-time accident.

MILLION AND A HALF MAN-HOUR SAFETY AWARD

Texas Eastern Transmission Corp., Mar. 16, 1954 to Sept. 1, 1954.

OTHER AWARDS

Earl J. Newlin, State Fuel Supply Co., served as secretary, May 1953 through May 1955.

H. V. McConkey, Southern Union Gas Co., served as treasurer, Apr. 1949 through May 1955.

C. I. Wall, Pioneer Natural Gas Co., 1954-1955 president.

Hansell Hillyer, South Atlantic Gas Co., served as chairman, advisory council, 1954-1955.

Winners of Session-Attendance Prizes at SGA Convention

H. C. Davis, Lone Star Gas Co.—*Caloric Range.*

J. A. Davis, Jr., United Gas Corp.—*Hamilton Dryer.*

J. W. DeLatte, United Gas Corp.—*Servel Refrigerator.*

E. U. Gaddy, Lone Star Gas Co.—*Florence Range.*

J. H. Neill, United Gas Corp.—*Bowser Incinerator.*

G. C. Quiett, Tri-Cities (Okla.) Gas Co.—*Record Player.*

Mrs. W. B. Richards, Lone Star Gas Co.—*Record Player.*

FLORENCE APPOINTS DIRECTOR OF HOME EC

Florence Stove Co. has announced the appointment of Miss Carolyn Evans as director of its newly-formed department of home economics.

Miss Evans, a native of Hazel Green, Alabama, was until recently assistant equipment editor, *Woman's Home Companion*. She is a graduate of Teachers College, Columbia University, with a B. S. in home economics.

Her background includes 3 years as a regional home economist for Crosley division, Avco Manufacturing Corp. and 2 years with Equitable Gas Co.

Miss Evans will work with the company's engineering and quality control departments for their line of gas ranges.

PACIFIC NORTHWEST

(Continued from Page 17)

changeover in a panel moderated by Nathan H. Gellert, vice president of Seattle Gas Co.

Eugene F. Martin, vice president, Carl Byoir & Associates, Inc., Vincent R. Fowler, vice president, Bozell & Jacobs., and W. M. Jacobs, vice president, Southern California Gas Co., will participate in a panel discussion of natural gas promotion moderated by R. G. Barnett, vice president, Portland Gas and Coke Co.

W. C. Mainwaring, vice president, British Columbia Electric Co., will speak on "What Natural Gas Means to the Pacific Northwest."

A discussion on how national gas associations and public information programs work for gas companies will be handled by a panel of representatives of the organizations sponsoring the conference. They are: Remick McDowell, vice president, Peoples Gas Light & Coke Co., for AGA; John A. Ferguson, executive director, INGAA; H. Leigh Whitelaw, managing director, GAMA; Robert E. Borden, secretary, LP Gas Association.

Portland has big celebration

"Something Tremendous is Coming" was the theme of a 2-day celebration in Portland, Ore., May 18 and 19, to announce that natural gas from the San Juan Basin will be flowing through Portland Gas & Coke Co. mains by the summer of 1956, and to celebrate the letting of contracts by Pacific Northwest Pipeline Corp. for the first 655 miles of the line. Signing of a 20-year contract between the utility and the pipeline company also was announced.

Colorful page-and-a-half advertisements broke in 10 dailies and 17 weeklies of Portland Gas & Coke's service area during the 2 days; page-1 stories, pictures, editorials, television and radio kept natural gas in the spotlight all week.

The ads featured a "Paul Bunyan" pipeline builder, full page tall, carrying a section of pipe with "Something Tremendous is Coming" at the open end. Copy briefly described the multi-million-dollar system as the longest in the world and told how it will tie in with British Columbia and Alberta fields to provide more energy than Grand Coulee, Bonneville and McNary dams, combined.

A special "Gasco Extra" of *Oregon Journal*, daily Portland newspaper, with all-Gas first page, was distributed by screaming newsboys during the closing dinner meeting, May 19, attended by more than 350 business and civic leaders from the company's service area, on hand to greet prominent guests.

"The people of Portland and Oregon should be grateful for the efforts of the Portland Gas & Coke company," said *The Sunday Oregonian* in an editorial, "to bring natural gas to this part of the country. . . ."

The same day, an editorial in *Sunday Journal* said, "This new heat resource combined with other advantages of the Portland area—cheap electricity, raw materials, location and transportation facilities—is expected to attract many industries. It is good, solid expansion that will add to the sound growth of the Pacific Northwest."

Seattle work under way

Five construction jobs totaling $2,506,500, the first phase in the Seattle Gas Co. program to prepare for the distribution of natural gas, have been authorized. All work will be completed prior to July 1, 1956, date for arrival of natural gas in Seattle.

The construction schedule is to complete main transmission lines to bring gas from the company's 2 city gate locations, north and south of Seattle.

PNW Pipeline files new applications

Pacific Northwest Pipeline Corp. has filed applications to import gas from Canada through the facilities of Westcoast Co., Ltd. The filings included: an application for a presidential permit to import and export gas from and to Canada; an FPC order authorizing import and export; a certificate to build the necessary facilities.

The filing includes a showing supply to Pacific Northwest Pipeline with the required volumes called for in a 22-year contract.

Westcoast Transmission's recent moves

Westcoast Transmission Co., Ltd., has completed contracts for its supply of natural gas. The company has signed with major producers for a 20-year supply of gas at the rate of 355 MMcf per day. This amount was contracted by American and Canadian distributors for their initial requirements.

The gas is located in the large and growing fields of northwestern Alberta and northeastern British Columbia.

Westcoast Transmission proposes to construct a 30-inch, 60-mile main line directly south through British Columbia. It has contracted to sell 300 MMcf per day at a 90% load factor to Pacific Northwest Pipeline at the BC-Washington border.

Westcoast Transmission claims to be authorized to draw on the largest potential producing area ever dedicated to a single pipeline. An intensive program is now being carried on by the largest oil companies in an area of more than 70-million acres in northwestern Canada. Discovery rate in British Columbia fields is said to be one of the highest in North America.

Pacific Northwest Pipeline Corp., has announced completion of $163-million financial arrangements for the construction of the 1,466-mile pipeline to the Northwest area.

An underwriting group headed by White, Weld & Co.; Kidder, Peabody & Co.; The Dominion Securities Corp. and Union Securities Corp. is making the public offering of unit securities for Pacific.

Each unit, offered at $72.00, consists of one 5½% interim note ($60.00 principal amount) and one share of common stock ($1.00 par value). This part of the financing comprises a total of $17,220,000 of 5½% interim notes due June 1, 1957 and 287,000 shares of common stock, and involves an aggregate public offering price of $20,664,000.

Interim notes are payable at maturity at the company's option by delivery of one share of no-par cumulative preferred stock, $3.30 series. In addition to the public offering, the company is offering, to holders of common stock, rights to subscribe to 1,549,100 shares of new common stock at

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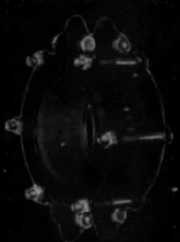

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By Supplying the Gas Industry
for Over 80 Years

STANDARD PACKAGING

for Easy Handling,
Space Saving Storage . . .
Another HAYS First

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HAYS MANUFACTURING CO.
ERIE, PA.

$10.00. The offering to stockholders is 2.221 shares of common stock for each share held on April 27, 1955.

The company has agreements with institutional investors for $93,200,000 of first mortgage pipeline bonds, 4¼%, series 1975. The balance includes agreements providing for $26,800,000 of 3½% unsecured notes to banks, due 1958-to-1962, and issuance of $6,329,000 in part payment of oil and gas leases.

BC Electric plans and builds

Barring an unexpected turn-down by FPC, British Columbia Electric expects to be delivering natural gas by mid-1956, 12-to-16 months ahead of schedule.

The company has arranged to buy American natural gas for about a year, until the Peace River line is completed. This might be as late as November 1957.

BCE is planning to accelerate its $19 million gas construction and expansion program, in order to have the receiving and distributing facilities ready.

BCE estimates these reductions will be possible with natural gas:
Domestic cooking, waterheating—25%
Commercial uses—30%
Domestic space-heating—to 40%
Industrial uses—"very materially . . . competitive . . ."

More than $1-million will be spent by BCE to convert customers' appliances.

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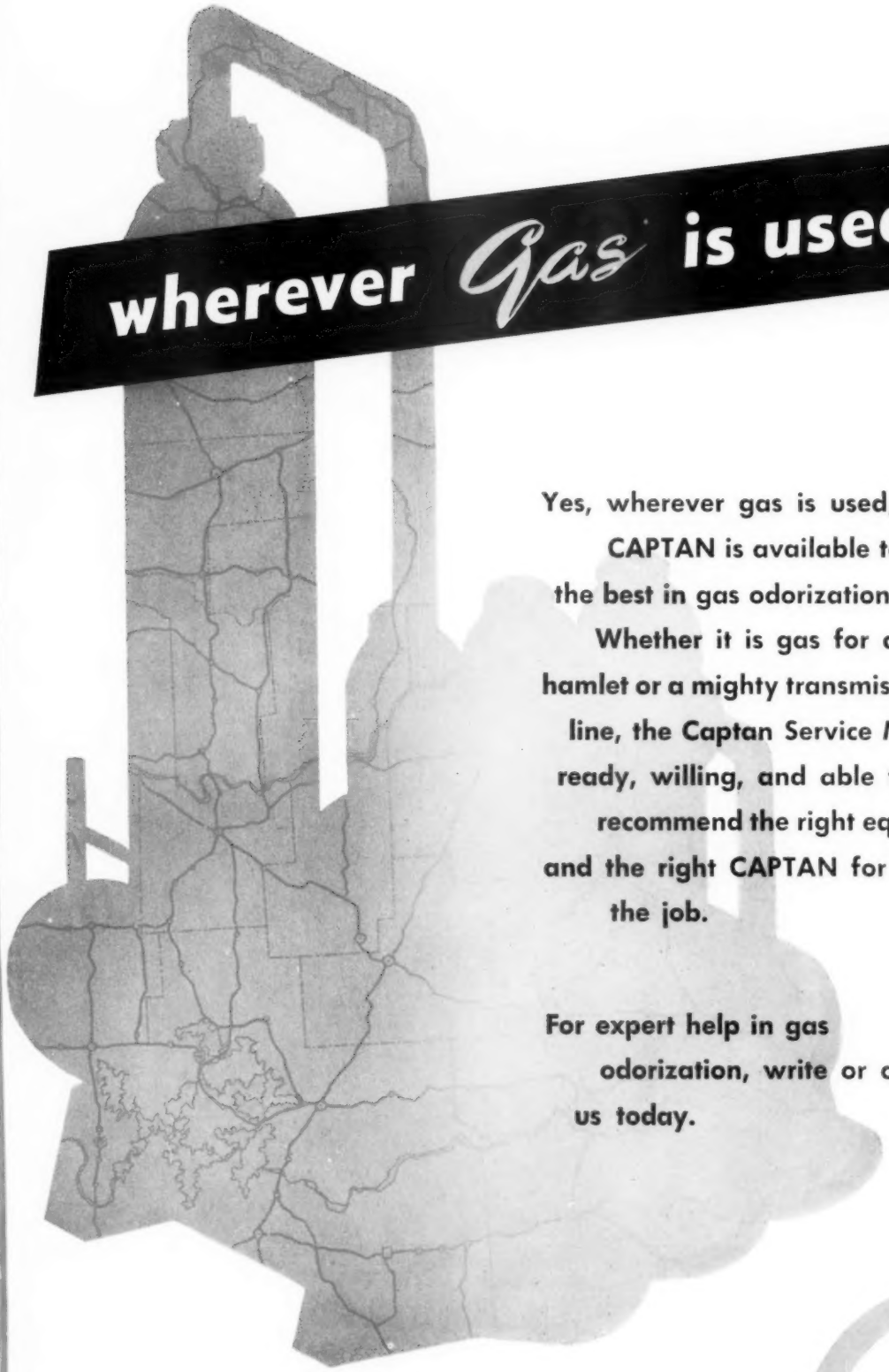
ENGINEER—Nationally known manufacturer has opening for experienced gas & electric domestic water heater development engineer. Knowledge of AGA & UL requirements necessary. Permanent connection with progressive organization. Box 15, % *American Gas Journal*, P. O. Box 1589, Dallas, Texas.



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